

JULY DELIVERY
SALEM TEAR TAPE
«ACCOUNT»

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

«PO»

	SALEM	#/ (6M) Cases
<u>UPC Code</u>	<u>BRAND STYLE</u>	<u>@ .30¢ Off</u>
12300-24194	Full Flavor	« <u>STYLE1</u> »
12300-24196	Light	« <u>STYLE1</u> »
12300-24195	Full Flavor 100	« <u>STYLE1</u> »
12300-24197	Light 100	« <u>STYLE1</u> »

Product / Premium Arrival: June «SHIPDATE», 1997

Ship Date to Retail: Week of: July 14, 1997

EFT \$ Amount: \$ «EFT»

Non-EFT \$ Amount: \$ «NONEFT»

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.**

JULY DELIVERY

51845 5886

AUGUST DELIVERY
SALEM TEAR TAPE
«ACCOUNT»

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

«PO»

	SALEM	#/ (6M) Cases
UPC Code	BRAND STYLE	@ .30¢ Off
12300-24194	<i>Full Flavor</i>	«STYLE1»
12300-24196	<i>Light</i>	«STYLE1»
12300-24195	<i>Full Flavor 100</i>	«STYLE1»
12300-24197	<i>Light 100</i>	«STYLE1»

Product Arrival: **August «SHIPDATE2», 1997**

(No Displays will be shipped)

Ship Date to Retail: **Week of: August 18, 1997**

EFT \$ Amount: **\$«EFT»**

Non-EFT \$ Amount: **\$«NONEFT»**

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

51845 5887